

1.913  
E4 D 36

THE UNITED STATES  
DEPARTMENT OF AGRICULTURE  
PRESENTS

LIBRARY  
RECEIVED

★ JUN 27 1940 ★

U. S. Department of Agriculture

# DEEP ROOTS FOR AMERICAN AGRICULTURE

AN EXHIBIT PORTRAYING  
THE OBJECTIVES OF  
AMERICAN AGRICULTURE  
ON DISPLAY AT THE  
AMERICAN FARM BUREAU  
FEDERATION EXHIBITION.  
BASEMENT FLOOR OF THE  
STEVENS HOTEL-CHICAGO  
DECEMBER 4 - 8, 1939  
OPEN 8:30 A.M. TO 10 P.M.





# DEEP ROOTS FOR AMERICAN AGRICULTURE

EACH DEEP ROOT PORTRAYS AN OBJECTIVE OF THE NATIONAL SERVICES TO AGRICULTURE DESIRED BY THE AMERICAN PEOPLE AND AUTHORIZED BY CONGRESS.

The exhibit consists of a theme center which discusses the objectives of the United States Department of Agriculture as a whole and eight additional booths each devoted to a detailed presentation of one of the main objectives noted below.

## SECURITY OF INCOME

The interdependence of farm and city income and purchasing power, is indicated by the balanced scales which contain farm produce in one scale and manufactured commodities for use on the farm in the other. The means by which the Government attempts to insure security of income is shown in "Seven Steps to Stabilized Income", a series of eight color posters automatically displayed through the opening in the center of the booth.

## PLENTY WITHOUT WASTE

The model of the microscope in the foreground symbolizes the research activities of the Government which promote better and more economical crops and farm practices. Through the opening in the center are displayed a series of models arranged on a rotary turntable showing research work by various bureaus of the Department of Agriculture.

## OPERATOR-OWNERSHIP OF FARMS

Slide by slide are shown two dioramas of the same farm. In the diorama on the left the farm is shown in a badly run-down condition due to tenant farming, the one-crop system and its attendant evils. The diorama at the right shows the same farm as it has been reclaimed under operator-ownership by proper management over a period of years made possible by financing and supervision.

## WISE USE OF LAND

A short educational sound movie shows the need for comprehensive land-use programs in this country in order to check the damage to soils and at the same time to make most efficient use of soil resources.

## EFFICIENT DISTRIBUTION

Farm produce continuously passes along a road from the farm to the consumer's home. The various services of the U. S. Department of Agriculture which operate in the interest of both producer and consumer and keep products moving are pictured on each side of the stream of products.

## A FAIR SHARE OF THE WORLD MARKETS

In the foreground is a series of figures trucking farm produce from the train at the left up the gangplank to the hold of the cargo ship on the right. In the background is displayed a series of posters drawn up as news bulletins presenting twelve recent accomplishments of the Government in developing or increasing the export of farm products.

## EXPANSION OF DOMESTIC CONSUMPTION

On a rotary turntable various farm commodities come in through one large door labeled "Production", pass before the observer and each is divided into two groups the larger of which passes out through the door marked "Normal Buying Power" and the other through the doorway marked "Stamp Plan - Surplus Purchases - New Uses".

## BETTER FARM LIVING

Better farm living is shown in a series of 24 slides made from natural color photographs depicting the objectives of the Department which directly effect improved living conditions on the farm.

AUG 24 1940

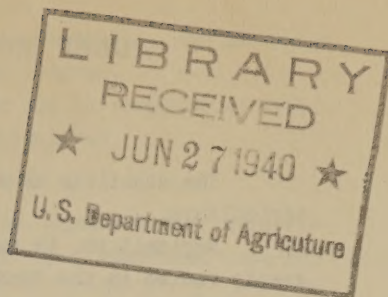
M. H.

# DEEP ROOTS

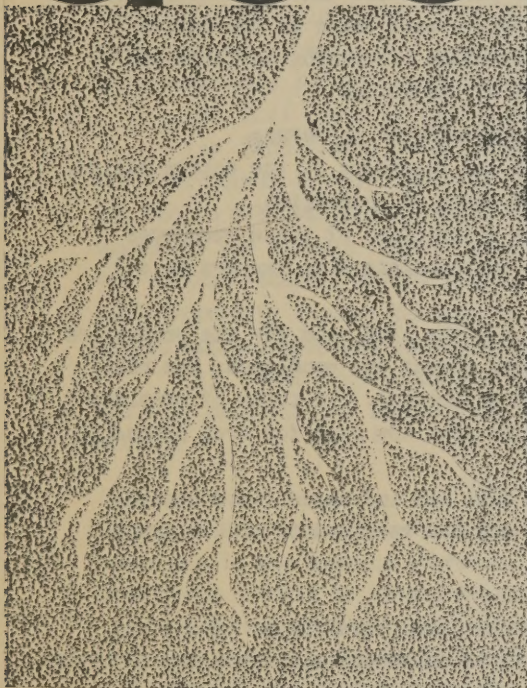




1.913  
E4D36  
[19403



# deep roots



**FOR AMERICAN  
AGRICULTURE**

[Prepared For New York World's Fair, 1940]

**U. S. DEPARTMENT OF AGRICULTURE**



## DEEP ROOTS FOR AMERICAN AGRICULTURE

The stability of our national life is deeply rooted in our nation's agriculture.

Agriculture, in turn, in order to remain permanently sound has to be deeply rooted in the fundamentals of agricultural stability.

Out of the struggle and experience of the last two decades in which agriculture has won the right to unite in a National Farm Program, has come a general understanding of the fundamentals of agricultural stability.

These fundamentals are:

*First, a fair share of the national income for farm families and a fair exchange value for farm products.*

Congress has defined equality of income for agriculture in terms of "parity income" and "fair exchange value".

Parity income has been declared by Congress to be the net income of persons on farms bearing the same relation to the net income of persons not on farms as existed in the five years before the first World War.

Fair exchange value has been defined by Congress in terms of prices that will give agricultural commodities the same purchasing power in exchange for things farmers buy as existed in the five years before the first World War.

The five years - August 1909 to July 1914 - were taken as the parity period because during those years there was balanced production on farms and agriculture was in good balance with the rest of the nation.

*Second, conservation and wise use of agricultural resources.*

The soil and its products are vital to the interests of the entire nation, but the soil is the farmers' only fundamental basis of production.

Very little had been done to check the destruction of these resources until means had been provided for government to cooperate with farmers in a nation-wide conservation effort.

An area equal to roughly one-fifth of all the land used for the production of crops and livestock, excluding only ungrazed forest and woodlands, has been either completely ruined or seriously damaged by erosion. In terms of cropland alone, the equivalent of roughly one-fourth the area now used for crop production has been ruined.

Destruction of agricultural resources also has increased flood hazards, ruined streams, filled reservoirs with silt, and has resulted in timber shortages.

*Third, stability of farm communities.*

Stability of farm communities is dependent upon equality of income and conservation of agricultural resources, but it is dependent also upon the security of farm families on the land. This involves security of farm tenure, either through owner operation of family-size farms or through more permanent status of farm tenants.

These three fundamentals of agricultural stability - equality of income, conservation and wise use of agricultural resources, and stability of farm communities are essential to equality of opportunity for farm people.

These three objectives, together with a fourth - *safeguarding consumer supplies of food and fiber* - are essential to national stability.



Briefly stated, they are security, conservation, stability, and abundance, and these are the major objectives of the National Farm Program.

More than 6 million farmers are working together and in cooperation with Government in the National Farm Program toward these objectives.

### AGRICULTURE'S NATIONAL PROGRAM

In the progress toward the objectives of security, conservation, stability, and abundance, farmers are working in many programs that, combined, make up the National Farm Program.

These separate programs may be grouped as dealing with (1) the supply of farm products; (2) the demand for and consumption of farm products; (3) conservation of agricultural resources; and (4) farm business, farm home and farm community services.

### THE EVER-NORMAL GRANARY PROGRAM

In a broad sense, the Ever Normal Granary Program includes the many activities concerned with the supply of farm products. Its purpose is to assure abundance from year to year and in the future, with reserves in the store-houses and reserves in the soil.

To accomplish this purpose the Ever Normal Granary Program includes provisions for working with farmers on the following problems:

- (1) *Efficient production* to lower unit costs and increase net returns.
- (2) *Production adjustment* to keep production in line with changing foreign demand and domestic needs, to prevent wasteful overproduction of price-depressing surpluses and to make land formerly used to produce surpluses of soil-depleting crops available for soil-conserving crops.
- (3) *Soil conservation* to help assure continued agricultural abundance.
- (4) *Stabilizing market supplies* through commodity storage loans which make the Ever-Normal Granary reserves possible, through marketing quotas which farmers can use to withhold until needed surpluses of staple crops, through marketing agreement and surplus removal programs which bring about more orderly marketing and prevent seasonal market gluts, and through supervision of trading in agricultural commodity futures to protect farmers and the general public by preventing market manipulation and insuring fair practice.
- (5) *Wheat crop insurance* to help protect and stabilize income from wheat and help maintain the Ever-Normal Granary for wheat with the wheat insurance reserves.

### PUTTING ABUNDANCE TO USE

Because a large part of the farmers' marketing problem is in the cities and towns and in the markets overseas, the National Farm Program includes the following widespread efforts to expand outlets for farm products:

- (1) Measures to make it possible for low-income families to consume more, including direct purchase of farm surpluses and distribution through State relief agencies to needy families and for school lunch programs to provide for undernourished children; the Food Stamp Plan which increases the buying power of low-income families for farm surpluses; the low-cost milk program in which contribution of Federal funds and price concessions by producers and dealers makes milk available at a special low price to low-income families; the Cotton Stamp Plan which enables needy families to obtain more cotton products; and the home-made mattress program which enables families unable to buy mattresses to obtain the necessary cotton materials and make their own.

AUG 24 1940



- (2) Measures to expand the export market for farm products including the wheat export subsidy and the cotton export subsidy which help producers retain export outlets.
- (3) Scientific research to develop new industrial uses for farm products.

#### CONSERVATION OF AGRICULTURAL RESOURCES

Because of the importance to farmers and the entire nation of conserving natural resources, the National Farm Program includes nation-wide conservation measures.

(1) Soil conservation research and demonstration develop and show effective methods of preventing erosion and maintaining productivity. Cooperation with individuals and groups of farmers puts these methods into use on a wide scale. Soil conservation payments help to meet the cash cost of more extensive use of soil-conserving crops and practices.

(2) Forest conservation includes management of national forest lands, cooperation with States in forest fire prevention and in the production and distribution of forestry nursery stock, and cooperation with farmers to help expand and improve the forest resources of farms.

(3) Purchase and development of submarginal land for such uses as forestry, grazing and wild-life conservation helps conserve land not suited to cultivation.

(4) Development of small water facilities such as livestock watering ponds and diversion structures for small-scale irrigation in arid and semi-arid sections promotes good use of both soil and water.

(5) Flood control work in the upstream areas of water sheds helps to retard the run-off of surface water and reduce flood hazard.

#### FARM BUSINESS, FARM HOME AND FARM COMMUNITY SERVICES

Protection and improvement of farm income and the conservation and wise use of agricultural resources are of first importance to the efforts of farm families toward better living and greater security.

Efforts toward better living and greater security for farm people also involve the following major efforts under the National Farm Program.

(1) Research and information on scientific production and marketing methods that cut costs, improve quality, and benefit farm family net income.

(2) Research and information on the value and use of foods, clothing and textiles, and on problems of home management.

(3) Rural electrification loans to cover the cost of construction of rural systems to bring power to farms not already served so as to add to the comfort and convenience of the farm home and, at the same time, contribute to efficient farm operation and better income.

(4) A nation-wide system of agricultural credit at reasonable rates, providing both long-term and short-term loans to individual farmers and credit to farmers' cooperatives and mutual companies which helps improve net income of farmers and contributes to agricultural security and stability.

(5) Rehabilitation loans and farm plan assistance to enable farm families on relief status to again become self-supporting.

(6) Long-term loans to eligible tenants, sharecroppers, or farm laborers to enable them to purchase farms of their own and help offset the increase in farm tenancy.

(7) Assistance to migrant farm families through the construction of sanitary camping facilities and more permanent living arrangements on small tracts of land where seasonal employment is available, and through health programs and direct grants in emergencies.

The National Farm Program is a far-reaching effort in which farmers work together and in cooperation with Government to bring about a better balance between agriculture and the business and industrial life of the nation and to enable agriculture to make aggreater contribution to the nation's wealth and welfare.



713  
E 4D36

# DEEP ROOTS

*for* AMERICAN AGRICULTURE

THE U.S. DEPARTMENT OF AGRICULTURE'S  
**WORLD FAIR EXHIBIT**

*Depicting national farm  
program objectives...*

- BETTER FARM LIVING
- EXPANSION OF  
DOMESTIC CONSUMPTION
- ENLARGEMENT OF  
HEMISPHERIC TRADE
- EFFICIENT DISTRIBUTION
- WISE USE OF LAND
- OPERATOR-OWNERSHIP  
OF FARMS
- PLENTY WITHOUT WASTE
- SECURITY OF INCOME

*Open until 9 P.M.  
Weekdays  
Sundays-2'til 7 P.M.  
THRU JAN. 31*

*In the*

Patio of the Administration Building  
U.S. DEPARTMENT of AGRICULTURE  
13th. and Independence Ave.



AN AGRICULTURE

EXHIBIT  
OF AGRICULTURE'S

QUESTIONS AND ANSWERS  
...and other subjects...

BETTER FARM LIVING  
EXPANSION OF  
DOMESTIC CONSUMPTION

DEVELOPMENT OF  
HOMESIDE TRADE

EFFICIENT DISTRIBUTION  
WISE USE OF LAND

SHIPPING  
WASTE

LIBRARY  
RECEIVED  
★ JAN 23 1941 ★  
U.S. Department of Agriculture